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**From:** Sjogren, Mya [Sjogren.Mya@epa.gov]  
**Sent:** 9/18/2020 9:18:06 PM  
**To:** Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]  
**CC:** Sharpe, Kristinn [Sharpe.Kristinn@epa.gov]; Riegerix, Rachelle [Riegerix.Rachelle@epa.gov]  
**Subject:** FW: Infographic Feedback from AR Network  
**Attachments:** RE: Seeking Input on National Recycling Goals, Innovation Fair Exhibitor Applications Due Sept 10; America Recycles Jobs Infographic #1.pdf

Ron and Nicole,

Kristinn and I meet with Randy to discuss the feedback received from the infographic.

We can discuss Tuesday at our 11am. I'll tee up the quandary for you to ponder now:

- The attached info graphic has a trash can with kitchen supplies going into it.
- NWRA's Anne Germain identified that is suboptimal
- I proposed other images to consider going into the bin (plastic folks, straws, foam containers).
- Randy indicated that there are other interests we want to consider in this graphic.
  - He indicated "we will get a lot of push back on "compostable" cutlery, paper straws, and Styrofoam industry. Chip bags are also part of the energy and chemical recycling world and would prefer we steer clear of that debate as well."

Thanks,  
Mya

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**From:** Sjogren, Mya  
**Sent:** Friday, September 18, 2020 5:11 PM  
**To:** Randy Hartmann <rhartmann@kab.org>  
**Cc:** Sharpe, Kristinn <Sharpe.Kristinn@epa.gov>  
**Subject:** RE: Infographic Feedback from AR Network

Thanks for that insight, Randy.

The attached comments just came in from the Washington Dept of Ecology. We have addressed most of her comments already.

Regarding the trash graphic, I think it's a missed opportunity to exclude a trash bin since the purpose of this document is to educate and guide the public. Maybe Anne or Robin or Adina will have thoughts when you talk with them. Meanwhile, I'll connect with Ron, Nicole, and Kristinn and will be in touch.

Thanks,  
Mya

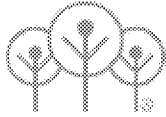
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**From:** Randy Hartmann <rhartmann@kab.org>  
**Sent:** Friday, September 18, 2020 8:56 AM  
**To:** Sjogren, Mya <Sjogren.Mya@epa.gov>

**Cc:** Sharpe, Kristinn <Sharpe.Kristinn@epa.gov>

**Subject:** RE: Infographic Feedback from AR Network

How would you feel about just dropping the trash can icon all together? We will get a lot of push back on “compostable” cutlery, paper straws, and Styrofoam industry. Chip bags are also part of the energy and chemical recycling world and would prefer we steer clear of that debate as well.



Randy Hartmann  
Senior Director of Affiliate Operations  
KEEP AMERICA BEAUTIFUL®  
1010 Washington Blvd., Stamford, CT 06901  
Ex. 6 Personal Privacy (PP) | rhartmann@kab.org | kab.org



On Sept. 20, Keep America Beautiful® will be hosting its 2nd annual TrashDash™ – a plogging event and fun run that empowers people to end litter and create cleaner and safer streets, parks, and waterways. Visit [kab.org](http://kab.org) to join the movement in communities everywhere.



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**From:** Sjogren, Mya <Sjogren.Mya@epa.gov>

**Sent:** Thursday, September 17, 2020 3:21 PM

**To:** Randy Hartmann <rhartmann@kab.org>

**Cc:** Sharpe, Kristinn <Sharpe.Kristinn@epa.gov>

**Subject:** RE: Infographic Feedback from AR Network

Hi Randy,

Thanks so much for meeting with us!

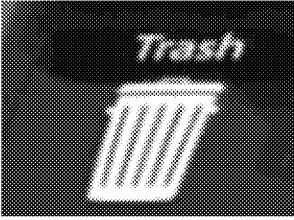
I attached the signage that I helped develop in our EPA buildings. We debated on this “what goes in recycling and compost” signage for a while and settled on including a chip bag, a foam container, a straw, plastic cutlery, candy/granola bar wrapper, and some paper/foil fast food liner. We also included a broken porcelain mug.

Since the better use is to not put operable kitchen/home wear in the trash, I agree with Anne’s point to remove it from the signage.

Instead, can you see if the designer could remove the current “trash graphics” and replace them with any or all of the following:

- Plastic cutlery (many people think these are recyclable)
- Plastic straw (many people think these are recyclable)
- Chip bag
- Styrofoam container
- A broke porcelain mug graphic (or he could keep the broke plate graphic with the subtle, somewhat hard to see crack)

You can ask his thoughts on if it would be most clear to include “trash” and or a trash can picture on the grey bin in the “jobs” graphic.



**Randy and Kristinn - Please let me know if the actions below align with your understanding:**

Randy is planning to:

- Follow up with ISRI to confirm all of the numbers on the documents are current and theirs (as we want to be consistent in source when possible).
  - Does ISRI have talking points about why their jobs numbers by commodity are so different than EPA's REI numbers, to Anne's point?
- Chat with Anne Germain about approach in document, in response to her suggestions.
- Request a landfill liner be included in Mining infographic
- Ask designer if they are aware of the impact of saying: "mining raw materials for Aluminum product uses 20 times more energy than recycling" is more impactful or if saying instead that "It takes -95% less energy to produce and aluminum can from recycled aluminum than from mined ore." (which is an EPA datapoint).
- Randy to ask designer for feedback and alternative graphics for the materials going into the "trash" (see attachment and message above)

Mya will:

- Follow up with Bill Turley of CDRA and see if they'd like to work with KAB or others to create a C&D waste infographic in the future
- Send graphic ideas that are more appropriate as trash (vs the pots, pans, and other kitchen utensil). (COMPLETED)

Kristinn will:

- Embed hover over links to sources so folks can see sources when this posted to the EPA's America Recycles webpage.
- Think about how to use snippets of the graphic for social media
- Discuss with mgt and schedule a mid-October education and outreach or communications meeting to discuss social media messages and to share update on infographics.

Future considerations:

- Creating reduce and reuse infographic(s) to complement the recycling infographics

Thanks!

Mya

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**From:** Sjogren, Mya

**Sent:** Friday, September 11, 2020 12:48 PM

**To:** Randy Hartmann <[rhartmann@kab.org](mailto:rhartmann@kab.org)>

**Cc:** Sharpe, Kristinn <[Sharpe.Kristinn@epa.gov](mailto:Sharpe.Kristinn@epa.gov)>

**Subject:** Infographic Feedback from AR Network

Hi Randy,

The window for America Recycles network members to submit feedback closed on Thursday, Sept 10<sup>th</sup>. As you know, we called for feedback at the AR Network meeting and again via two EPA distributed emails over the past two weeks. We received 4 responses, which are attached. The organizations who provided feedback are:

- NWRA
- EPA Region 9
- Construction & Demolition Recycling Association
- Battery Council International

When determining which comments to incorporate into the final version, we appreciate you including Anne Germain, as well as others from the Education & Outreach committee or steering committee as you deem appropriate.

Kristinn and I look forward to chatting next week.

Hope the relocation is going well; moving is stressful when it's not COVID so I can imagine it's even more exhausting!

Thanks!

Mya

Mya Sjogren  
Sustainable Materials Management Program  
Office of Land and Emergency Management  
US Environmental Protection Agency  
(703) 347-8168